

RECEIVED  
CENTRAL FAX CENTER

JUN 24 2004

S.N. 09/672,363  
Art Unit: 2143**AMENDMENTS TO THE CLAIMS:**

OFFICIAL

No claims are herewith amended, and the following listing of the claims is provided for the convenience of the Examiner.

**Listing of Claims:**

1. (Previously Presented) A computer interface to an online store comprising:

one or more product pages that have product information about one or more products, the product information obtained from the online store; and

an analysis data window that has analysis data about the effectiveness of the respective product page, the type of analysis data being determined automatically by a type of analyst that uses the interface and the analysis data window presented in proximity to the respective product page.

2. (Original) An interface, as in claim 1, where the type of analyst includes any one or more of the following: an administrator, a marketer, a merchandiser, a Web designer, a store owner of the online store, a system analyst, a product analyst, and a sales analyst.

3. (Original) An interface, as in claim 1, where the analysis data window further comprises any one or more of the following types of analysis data: analysis data on one or more products on the product page, analysis data on one or more of the product pages, and analysis data on one or more components of one or more of the product pages.

4. (Original) An interface, as in claim 1, where the analysis data window comprises analysis data on one or more products on the product page and the analysis data comprises any one or more of the following: one or more conversion rates, one or more count measure conversion rates, one or more derived measure conversion rates, one or more sales measures, one or more dimensions, one or more time dimensions, one or more customer dimensions, one or more merchandising cue

S.N. 09/672,363  
Art Unit: 2143

dimensions, one or more shopping metaphors, one or more product category dimensions, one or more basket placement counts, one or more purchase counts, one or more return counts, a ratio of purchases to number of basket placements, a ratio of number of returns to number of purchases, a sales value, a profit, an average price, and an average profit margin.

5. (Original) An interface, as in claim 1, where the analysis data window comprises analysis data on one or more product pages and the analysis data comprises any one or more of the following: one or more conversion rates, one or more count measure conversion rates, a number of impressions, a number of clickthroughs, one or more derived measure conversion rates, a number of clickthroughs per number of impressions, a number of basket placements per number of clickthroughs, a number of purchases per number of basket placements, a number of purchases per number of impressions, a number of purchases per number of clickthroughs, one or more sales measures, one or more dimensions, one or more time dimensions, one or more customer dimensions, one or more merchandising cue dimensions, one or more shopping metaphors, one or more product category dimensions, one or more basket placement counts, one or more purchase counts, a sales value, a profit, an average price, and an average profit margin.

6. (Original) An interface, as in claim 1, where the product page is a web browser page.

7. (Original) An interface, as in claim 6, where one or more components of the product page is a hyperlink to one or more other product web pages.

8. (Previously Presented) An interface, as in claim 7, where the components of Web page displaying the selected product are any one or more of the following: one or more products, product pages, hyperlinks, Web applications, and Web design features.

9. (Previously Presented) An interface, as in claim 8, where the Web applications are one or more of search, shopping cart placement, registration, checkout, mail to friend, wish lists, gift registries, calendars, custom-configuration of products, buyer's groups, chatting, e-mail notification, and in-context sales.

S.N. 09/672,363  
Art Unit: 2143

10. (Previously Presented) An interface, as in claim 8, where the Web design features are one or more of media type, font, size, color, and location.

11. (Previously Presented) A method of doing business over a network comprising the steps of:

providing one or more product pages that have product information about one or more products on a user interface, the product information obtained from an online store; and

providing an analysis data window that has analysis data about the effectiveness of the respective product page, the type of analysis determined by a user that uses the interface and the analysis data window presented in proximity to the respective product page, the user being in a user class and the type of analysis being determined automatically by the user's user class.

12. (Original) A method, as in claim 11, where the user class includes any one or more of the following: a customer, a merchant, a business analyst, a marketer, a merchandiser, an administrator, a programmer, and a Web designer.

13. (Original) A method, as in claim 11, where the user is registered to the online store by the user's role in the store.

14. (Original) A method, as in claim 11, where the product page is a web browser page.

15. (Original) A method, as in claim 14, where the analysis data is presented in the analysis data window concurrently with and in proximity to the web browser page on the interface.

16. (Original) A method, as in claim 15, where the analysis data window is produced by a software program that starts automatically when the user requests the web browser page of a selected product.

17. (Original) A method, as in claim 16, where the analysis data window software program

S.N. 09/672,363  
Art Unit: 2143

automatically starts only when the user is a member of a selected user class which affiliates with the online store.

18. (Original) A method, as in claim 11, where the user class of the user making a request to the online store is identified by the store before the analysis data window is provided on the interface.

19. (Original) A method, as in claim 18, where the user class is examined by using a subfield of a "cookie" that is attached to the request.

20. (Original) A method, as in claim 11, further comprising a perusal step that automatically browses and filters a set of product pages and their analysis data based on a profile of the user.

21. (Original) A method, as in claim 20, where the perusal step provides in the interface one or more criteria of filtering one or more product pages.

22. (Original) A method, as in claim 21, where the criteria of filtering is based on any one or more the following: one or more attributes of the pages, one or more components of the pages, and one or more of the analysis data.

23. (Original) A method, as in claim 20, where the product page perusal step automatically retrieves specified product pages and the respective analysis data from the online store.

24. (Original) A method, as in claim 20, where the product page perusal step parses the content of retrieved product pages and the respective analysis data, and selects product pages that meet one or more criteria given by the user.

25. (Original) A method, as in claim 20, where the product page perusal step creates a list of selected product pages that contains page name, analysis data summary, and hyperlink for each selected product page.

S.N. 09/672,363  
Art Unit: 2143

26. (Original) A method, as in claim 25, where the user can use the list of selected product pages created by the product page peruser program to manually examine product pages and their analysis data by using a web browser.

27. (Previously Presented) A computer program embodied on a computer readable medium and comprising computer program instructions for directing at least one computer to provide an interface to an online store, comprising:

first computer program instructions for defining and managing product pages each containing product information concerning at least one product of the online store; and

second computer program instructions, responsive to stored analysis data that represents a historical record of use of the product pages by customers and potential customers of the online store and that indicates an effectiveness of the product pages, to display an analysis data window in proximity to a respective one of the product pages, where a specific type of analysis data that is displayed in the analysis data window is determined automatically by determining a type of analyst that uses the interface.

28. (Previously Presented) A computer program as in claim 27, where the type of analyst is determined automatically by extracting data from a user information field of a cookie.

29. (Previously Presented) A computer program as in claim 27, where the type of analyst is determined automatically by extracting data from a user class subfield of a cookie.